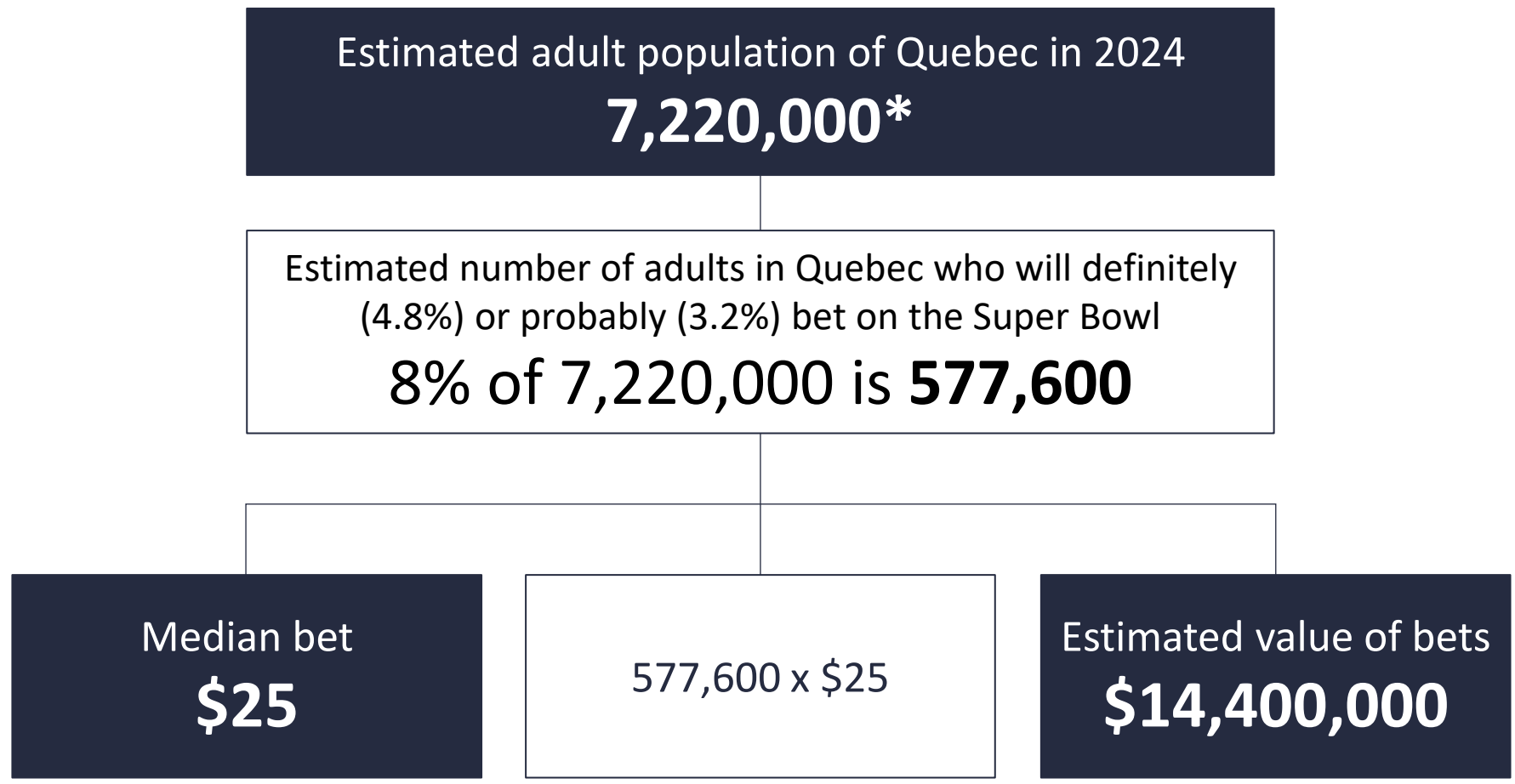


Over half a million Quebecers likely to place a bet on the Super Bowl this weekend; Value of wagers estimated to be over \$14 million.





\*As of 2024, Quebec has an estimated population of [approximately 9.03 million](#). About [80% of Quebec's population](#) is aged 18 and older. This means there are roughly 7.22 million residents in Quebec who are 18 years of age and older.

Q – Do you plan to place any bets on Super Bowl 2025, either with friends or through a platform or agency?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 31<sup>st</sup> to February 5<sup>th</sup>, 2025, n=400 Quebecers, accurate 5.0 percentage points plus or minus, 19 times out of 20.



The research gauged the opinions among Quebecers on their plans to place bets on the Super Bowl.

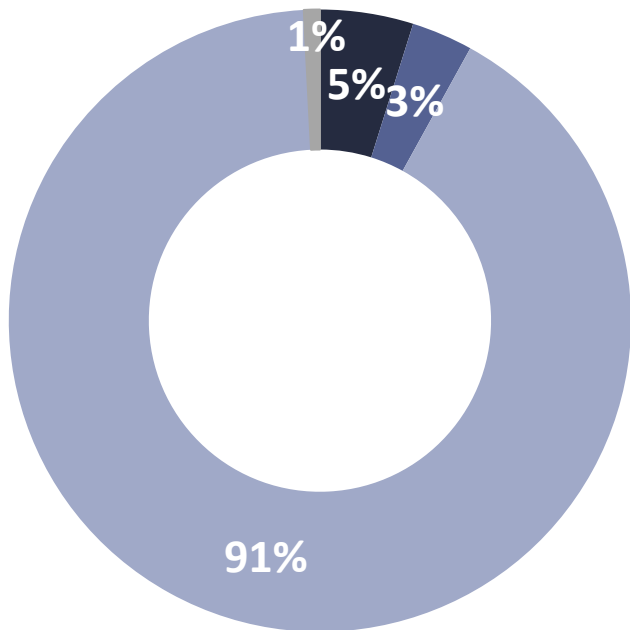
Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 400 Quebecers, 18 years of age or older, between January 31<sup>st</sup> and February 5<sup>th</sup>, 2025 as part of an omnibus survey.

The margin of error for this survey is  $\pm 5.0$  percentage points, 19 times out of 20.

The research was commissioned by the Québec Online Gaming Coalition and was conducted by Nanos Research.



# Plans to place any bets on the 2025 Super Bowl – by demographics



■ Yes, definitely ■ Yes, probably ■ No ■ Unsure

	Island of Montreal (n=128)	Rest of Quebec (n=272)	Men (n=226)	Women (n=174)	18 to 34 (n=74)	35 to 54 (n=168)	55 plus (n=158)
<b>Yes, definitely</b>	1.4%	6.0%	5.5%	4.2%	5.3%	7.9%	2.4%
<b>Yes, probably</b>	1.7%	3.7%	3.5%	2.9%	4.8%	3.6%	2.0%
<b>No</b>	97.0%	89.2%	89.3%	92.9%	89.9%	87.2%	94.7%

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

Q – Do you plan to place any bets on Super Bowl 2025, either with friends or through a platform or agency?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 31<sup>st</sup> to February 5<sup>th</sup>, 2025, n=400 Quebecers, accurate 5.0 percentage points plus or minus, 19 times out of 20.

# Planned wager amount on the 2025 Super Bowl

Q – [IF BETTING] How much do you plan to bet on the Super Bowl?  
[OPEN]

		Frequency (n=33)
TOP RESPONSES	Mean	\$48.0
	Median	\$25.0
	\$1 to \$25	51.0%
	\$26 to \$50	28.5%
	\$51 to \$100	13.0%
	Over \$100	7.6%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 31<sup>st</sup> to February 5<sup>th</sup>, 2025, n=33 Quebecers who plan on betting on the 2025 Super Bowl, accurate 17.4 percentage points plus or minus, 19 times out of 20.

# METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 400 Quebecers, 18 years of age or older, between January 31<sup>st</sup> and February 5<sup>th</sup>, 2025 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Quebec.

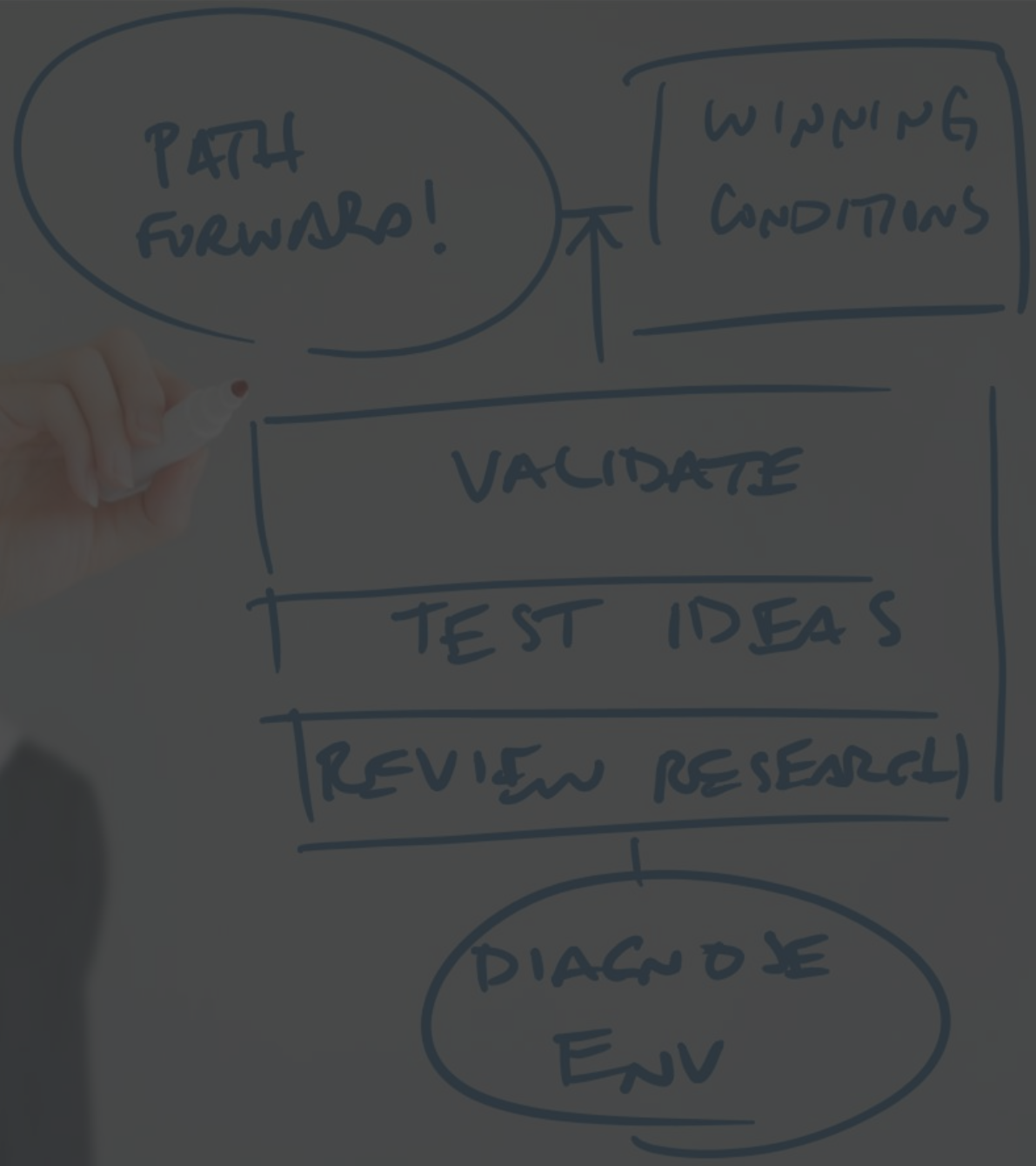
Individuals were randomly called using random digit dialing with a maximum of five call backs.

The margin of error for a random survey of 400 Quebecers is  $\pm 5.0$  percentage points, 19 times out of 20.

[Full data tables with weighted and unweighted number of interviews is here.](#)

The research was commissioned by the Québec Online Gaming Coalition and was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.





Element	Description	Element	Description
Research sponsor	The Québec Online Gaming Coalition	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Quebec. See tables for full weighting disclosure.
Population and Final Sample Size	400 Randomly selected Quebecers.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Source of Sample	Nanos Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Quebec.
Margin of Error	±5.0 percentage points, 19 times out of 20.	Estimated Response Rate	15 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Quebec.	Question Content	Topics on the omnibus ahead of the survey content included: Views on political issues, views on economic issues, defense spending, foreign relations with the United States, views on Canadian institutions, views on technology and automation at Canadian ports, and views on lobbying.
Demographics (Captured)	Quebec; Island of Montreal and Rest of Quebec; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Wording	The questions in the report are written exactly as they were asked to individuals. This is part 1 with other content related to betting and Loto Quebec.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: <a href="mailto:info@nanosresearch.com">info@nanosresearch.com</a> .
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Data Tables	By region, age and gender: <a href="#">2025-2776 PAA Gaming QC Jan – Formatted Tabs</a>
Field Dates	January 31 <sup>st</sup> to February 5 <sup>th</sup> , 2025.		
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		



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### EthicStratēgies

Ethic Strategies was created by the founding partners of [PAA Advisory](#) and the [Nanos Research Corporation](#), both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. [www.ethicstrategies.com](http://www.ethicstrategies.com)



# Any questions?

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Nanos Research

(613) 234-4666, ext. 237

[ea@nanosresearch.com](mailto:ea@nanosresearch.com)

For more information on the firm, please visit [www.nanos.co](http://www.nanos.co)





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